



SABIT GROUP PROGRAM RURAL BUSINESS DEVELOPMENT: CRAFTS FOR WESTERN EURASIA AUGUST 19-SEPTEMBER 16, 2006

SCOPE AND MISSION

The Special American Business Internship Training (SABIT) Rural Business Development program: Crafts for Western Eurasia and the Caucasus is designed to train 18 business owners and senior managers. Western Eurasia includes the countries of Armenia, Azerbaijan, Georgia, Moldova and Ukraine. The delegates, from the private sector, are screened and selected by the U.S. Department of Commerce. This program will introduce participants to small business development in the United States, with an emphasis on rural, women-owned and minority businesses.

PROGRAM OBJECTIVES

The Rural Business Development: Crafts program will familiarize participants with equipment, products and business management topics in the craftwork sector. Participants will meet with U.S. businesses, regulatory agencies and equipment producers. The main goals are to provide a comprehensive understanding of the industry in the United States, and for these owners and managers to return home with the skills and knowledge necessary to affect change and make improvements within their own organizations.

BENEFITS OF PARTICIPATION

This program offers an opportunity for U.S. companies to share their expertise and demonstrate equipment, exchange experience and best practices with their Eurasian colleagues and potential customers. By hosting this SABIT Group, U.S. companies will build relationships with their counterparts in Eurasia. Through these valuable contacts, host companies can explore commercial opportunities and partnerships in the region.

PROGRAM STRUCTURE

This program will begin in mid August in Washington, D.C. with an orientation and visits to relevant government agencies and associations in the area. In addition, the delegation will be trained in cross-cultural communication techniques. During the remaining three weeks the Group will travel to select regions and cities across the country to meet with U.S. companies.

HOST THIS DELEGATION

SABIT is currently looking for U.S. hosts to provide training for a few hours or for an entire day at their facilities. Training will cover the following topics (more may be added) that are relevant to the delegates:

- Marketing/E-Commerce/ Website Design
- Product Development
- Customer Service
- Working with Contractors
- Accounting for Small Businesses
- Quality Control
- Standards and Best Practices
- Price Setting
- Suppliers/Distributors
- Catalogs/Inventory
- Contracts/Licensing/Legal Issues for International Small Businesses
- Grant Writing/Microfinancing

Small and medium size U.S. companies that sell international craftwork or equipment for craft production are invited to participate, as are companies demonstrating successful e-commerce, small business management or quality control. Boutique owners, art galleries and craft show managers are also of interest to the program.

COST OF PARTICIPATION

SABIT will cover the majority of program costs for all delegates, including round-trip airfare to the United States, all U.S. domestic air travel, housing, insurance, per diem for meals and incidentals, and interpreters to travel with the group. In turn, U.S. host companies and organizations are asked to provide industry expertise in the topics pertaining to this particular program. No previous experience with Eurasia is required.

FOR MORE INFORMATION

To learn more about this program, please contact:

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